

Adopted: September 2001 , Revised: _____**Class Title: Deputy City Clerk/Media Relations Manager****BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Responsible for working in concert with City's administration to develop and maintain a comprehensive media relations program, including print and broadcast media. Provides pro-active leadership in the facilitation and promotion of positive relationships with the media and ensure appropriate visibility and responsiveness to the media on the part of the City Administration and City Council members as it relates to City programs and initiatives. The work is performed under the supervision of the City Clerk.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	L	Responsible for the development, implementation, and management of comprehensive media relations programs, including strategic planning, implementation, monitoring, and evaluation; plans and implements strategies to promote a positive City image and foster accurate, positive media coverage of municipal activities and accomplishments.
2	L	Manages media relations between City Council, City Manager and the media; interacts with Council members to provide guidance concerning media contact and issues in relationship to Council's policy-making capacity and other City business
3	L	Develops and maintains effective print and broadcast media relationships; coordinates accurate and timely dissemination of information on government operations and issues to City residents and other audiences through media outlets
	L	Facilitates and coordinates with professional staff to ensure accurate information is disseminated; prepares background information on current issues and prepares speeches, remarks, scripts and brochures; when needed, assists departments with their media needs.
	L	Monitors local, regional, and state, and national broadcasts and publication to stay abreast of issues affecting the City and current trends within the profession.

Adopted: September 2001 , Revised: _____**CLASS REQUIREMENTS:**

CLASS REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Five years experience in local government in public relations.
Certifications and Other Requirements	Valid Driver's License,
Reading	Work requires the ability to read reports, contracts, letters, memorandum, and general correspondence.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write reports, invitations, correspondence, and memorandum.
Managerial	Managerial responsibilities include designing and conducting research projects, managing individuals at off-site venues, and implementing various technical information as needed.
Budget Responsibility	N/A
Supervisory / Organizational Control	Job has no responsibility for the direction or supervision of others.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

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OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary	Light	Medium X	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. Occasionally, 50-100 lbs. Frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	At office equipment, on site at events
Sitting	O	Computer, desk work, answering telephone, driving
Walking	F	Meeting preparations, deliveries, errands
Lifting	O	Boxes, on site preparations
Carrying	O	Boxes
Pushing/Pulling	F	Carts
Reaching	F	On site materials
Handling	F	Preparing invitations
Fine Dexterity	F	Computer keyboard, writing, telephone keypad
Kneeling	O	Retrieving documents, setting up on site events
Crouching	O	Retrieving documents, setting up on site events
Crawling	N	
Bending	F	Setting up on site events
Twisting	O	Boxes, setting up on site events
Climbing	O	Ladders, stairs
Balancing	O	On ladders, stairs
Vision	C	Computer monitor, operating equipment, reading, driving
Hearing	C	Communicating with personnel and general public, on telephone
Talking	F	Communicating with personnel and general public, on telephone
Foot Controls	R	Driving
Other (specify)	N	

Adopted: September 2001 , Revised: _____**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Copy machine, fax machine, typewriter, telephone, general office supplies, vehicle, computer, printer, scanner, standard Microsoft Windows and Office software

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS		PRIMARY WORK LOCATION	
Mechanical Hazards	N	Dirt and Dust	N	Office Environment	X
Chemical Hazards	N	Extreme Temperatures	N	Warehouse	--
Electrical Hazards	N	Noise and Vibration	N	Shop	--
Fire Hazards	N	Fumes and Odors	N	Vehicle	--
Explosives	N	Wetness/Humidity	N	Outdoors	--
Communicable Diseases	N	Darkness or Poor Lighting	N	Other (see 2 below)	X
Physical Danger or Abuse	N				
Other (see 1 below)	N				

(1)

(2) Various event locations

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	R
Other (see 3 below)	N

(3)